Building Content that both Humans and Search Engines Will Love

PRESENTER: Shoham Eckhaus,
Head of Strategy, Penguin Strategies

SPEAKER: Justin Champion,
Principal Inbound Professor, HubSpot

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TODAY'S PURPOSE

To learn a content strategy framework that both humans and search engines will love.

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Penguin Strategies

THE B2B TECH MARKETING AGENCY

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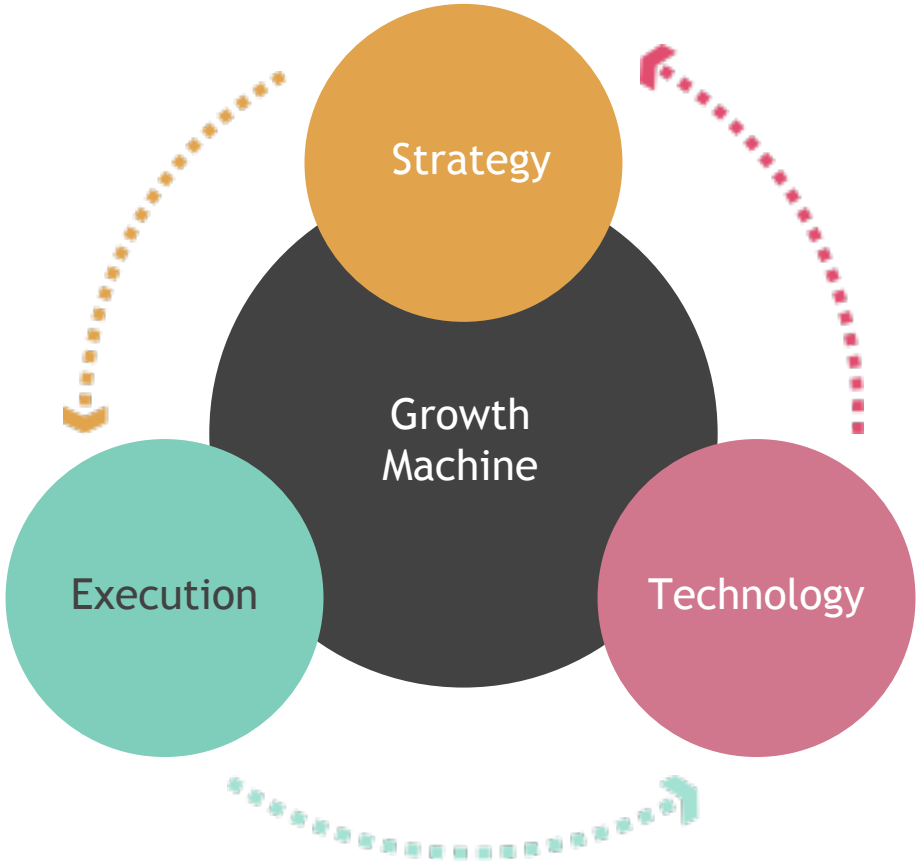
HubSpot DIAMOND CERTIFIED AGENCY PARTNER



We build MARKETING GROWTH MACHINES for B2B Tech companies

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About Penguin Strategies

- Lead by B2B tech veterans so we hit the ground running
- Sales and marketing specialists in strategy, SEO, Content, social, PPC, Automation, design, ABM,
- Offices in Boston & Tel Aviv
- Clients in the US, Europe and Israel

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Our Clients are B2B Tech companies in the fields of:

CYBER SECURITY

ANALYTICS

BIG DATA

IT

TELECOMUNICATIONS

RADWIN
MOBILEYE An Intel Company
SAPIENS DECISION
UserReplay
HYLA
Valooto
BriefCam
NIAGARA NETWORKS
Celeno
CERAGON
CHECKMARX
ECI THE ELASTIC NETWORK
NICE
viaccess·orca
Anodot
DIALEXA
SAFE-T Smart Security Made Simple.
illusive
AppsFlyer
NetApp
SIEMENS Ingenuity for life
Scorebuddy
CPLANE.ai
intigua
Highcon
Enforcive Data respected.
amdocs embrace challenge eXperience success
XM CYBER
edgewater NETWORKS
preempt
VIZURI
Guard KNOX
SentinelOne
cedato
Ntiva Managed IT & Cloud Services
GARLAND TECHNOLOGY See every bit, byte, and packet
Cooladata
SECB AUTONOMOUS INVESTIGATION
kaloom
SQREAM TECHNOLOGIES

Penguin Services

MARKETING & SALES STRATEGY

- Marketing strategy
- Competitive positioning
- Buyer persona Development
- Buyer's journey discovery
- Positioning and Messaging
- Go to market
- Channels & Partners

DIGITAL TACTICS FOR GROWTH

- Marketing strategy
- Competitive positioning
- Buyer persona Development
- Buyer's journey discovery
- Positioning and Messaging
- Go to market
- Channels & Partners

ACCOUNT BASED MARKETING

- Account selection
- Insights (how to gain traction with specific accounts)
- Content (specific for targeting the selected accounts) Orchestration
- Targeted delivery
- Measurement and reporting

BRANDING & CREATIVE SERVICES

- Branding
- Website Design
- Creative for all Marketing Assets

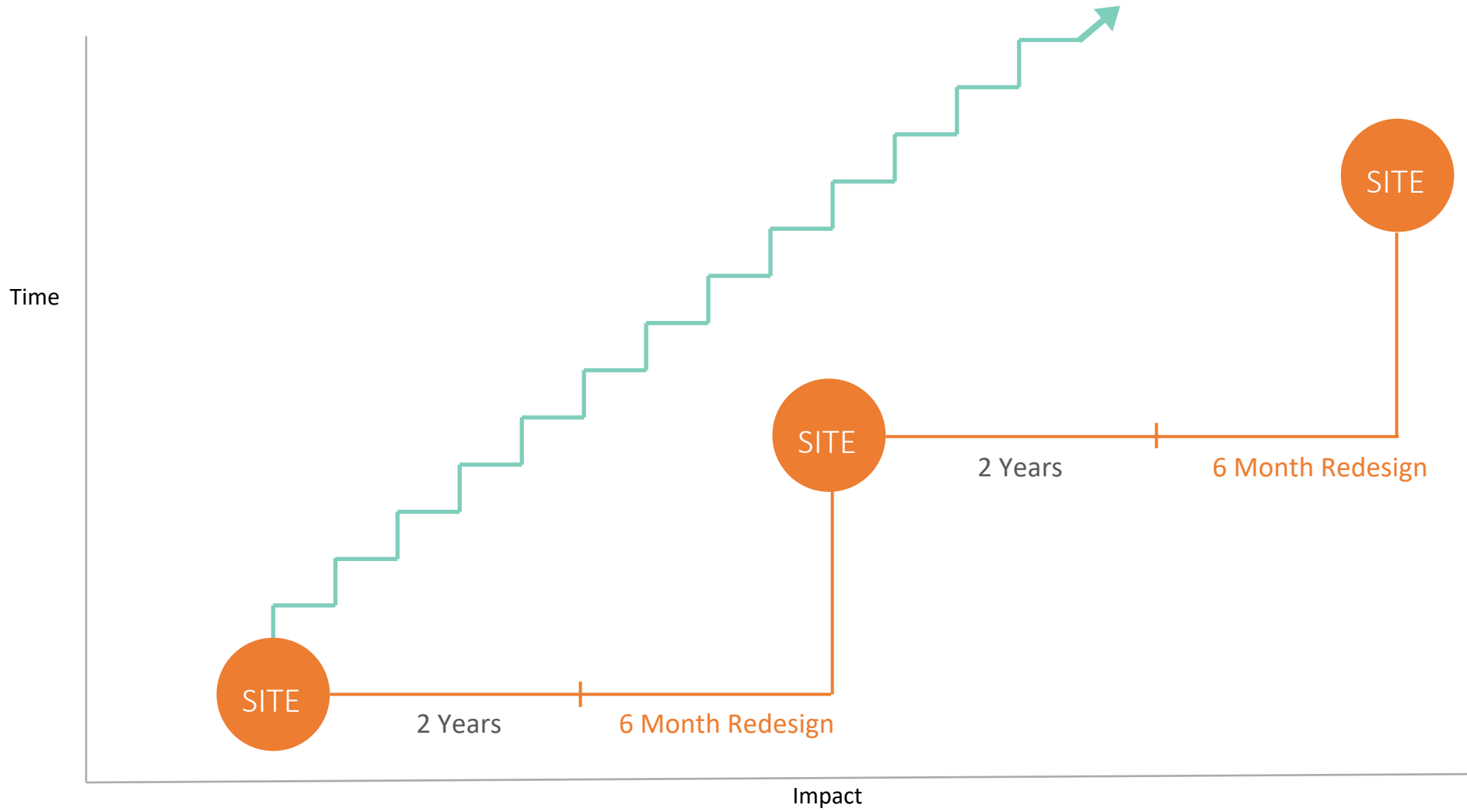
IMPLEMENTATION AND INTEGRATION

- Marketing Automation Implementation
- Website Development
- CRM Setup & Integration
- Sales Funnel Implementation
- Sales Enablement

MARKETING ANALYTICS & DASHBOARDS

- Conversion optimization
- Dashboards & Data visualization
- Insights (and growth hacking ideas)

Traditional Web Design vs.
GROWTH-DRIVEN DESIGN



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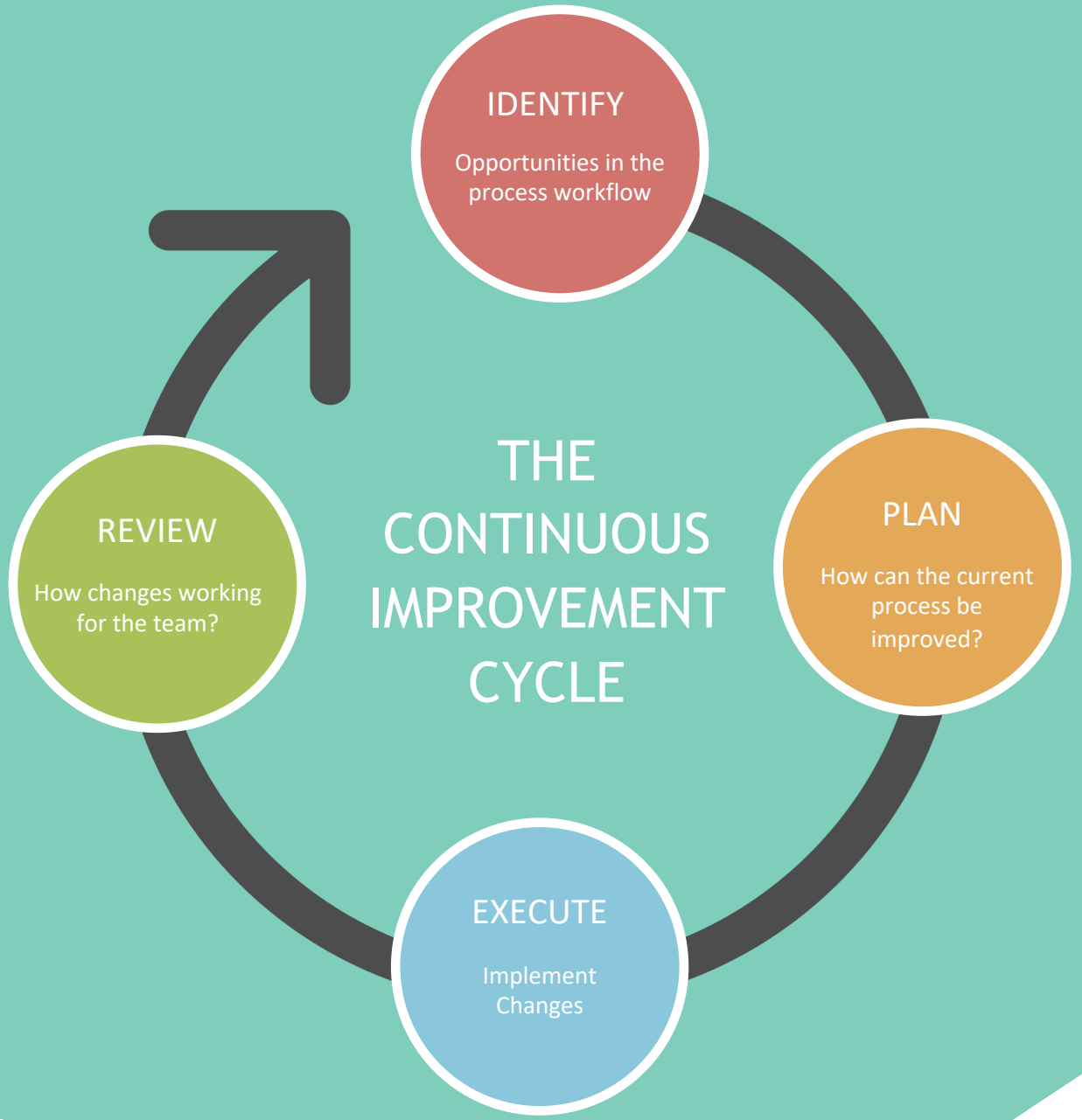

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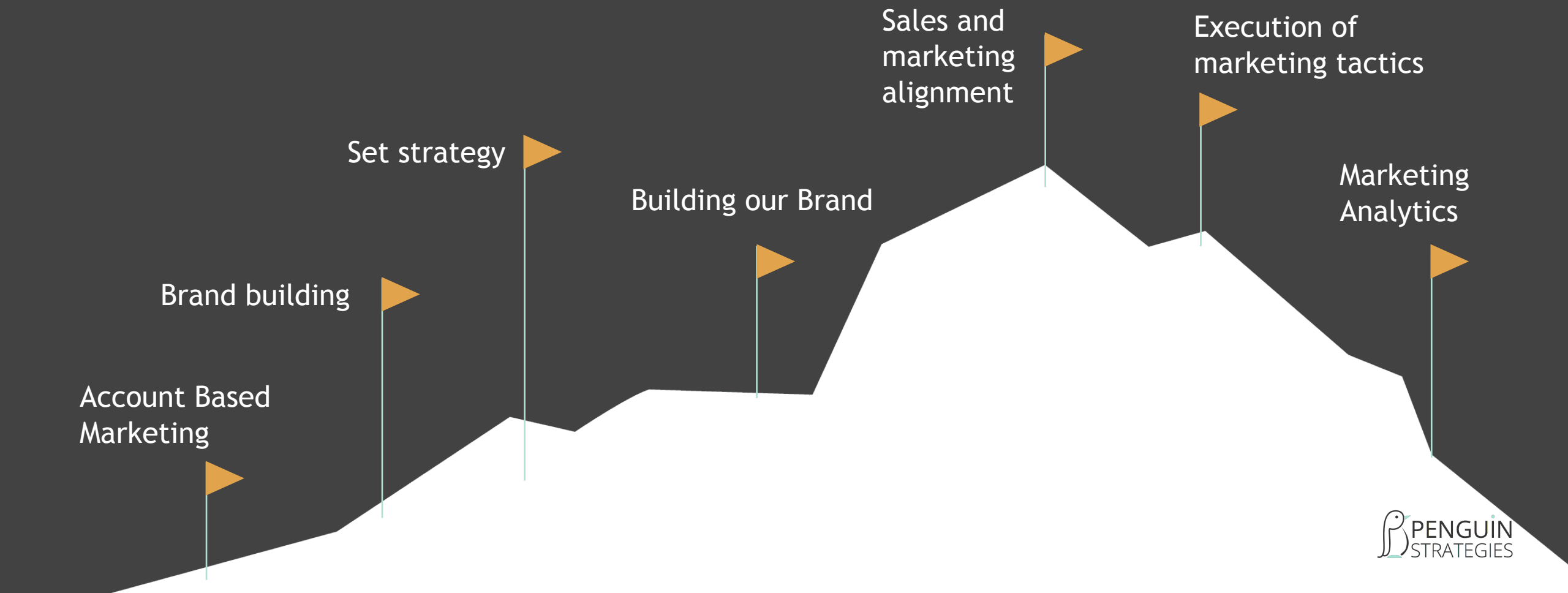
The B2B Tech
CMO'S TOP CHALLENGES



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How to Measure Branding Performance

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Branding Goals

When investing in “branding” we aim to promote 2 types of goal categories:

1. Brand Awareness / Recognition

   To what extent our targets **know of us?**

2. Brand Image / Brand Authority

   To what extent do people perceive us as…

   <our_brand_promise>

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How to measure Brand Awareness

1. Periodic Survey
   Need a “third party” to ask a random group of <targeted personas> to name the brand in your field that they know or value
2. Impressions
   How many people have been exposed to our online assets per month
3. Mentions
   How many times per month have we been mentioned somewhere online
4. Organic Searches of our Brand
   This is easy to track with Hubspot

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How to measure Brand Authority

1. Followers

   How many new people are following us per month on all of the different channels
2. Sentiment

   What type of sentiment are people expressing when mentioning Penguin in all different platforms
3. Engagement with our content

   How many people are actually interacting with our assets

   How much time are people spending on our assets

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All of those brand KPIs are directly influenced by:

RANK!

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INTRODUCING

JUSTIN CHAMPION

Principal Inbound Professor at

HubSpot

Responsible for creating and managing HubSpot Academy's Content Marketing Certification course

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1 CREATING TOPIC CLUSTERS AND PILLAR PAGES

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HOW HAVE SEARCH ENGINES EVOLVED?

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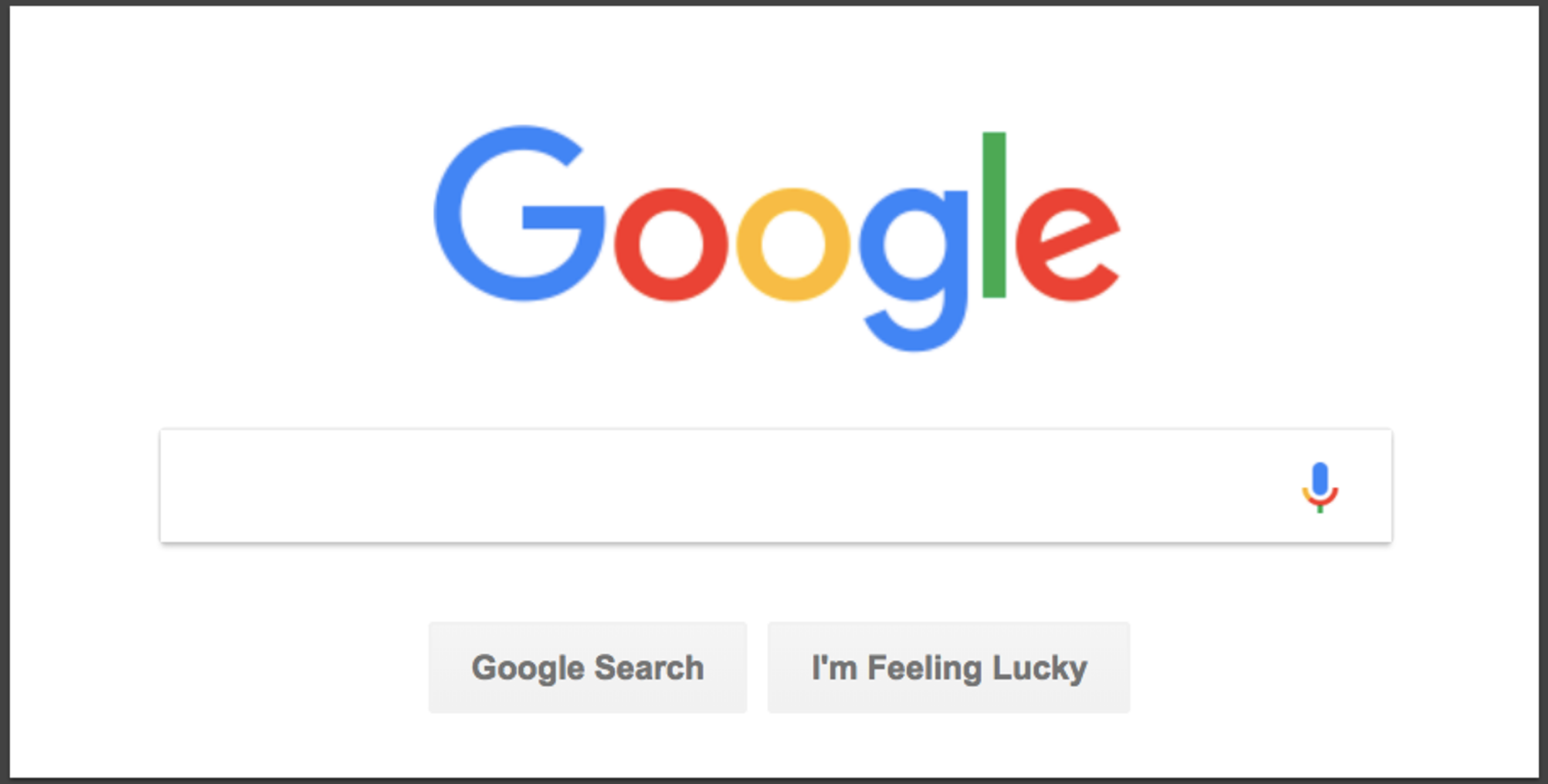
Google now processes more than 5.4 million search requests per minute.



SOURCE: SEARCH ENGINE LAND

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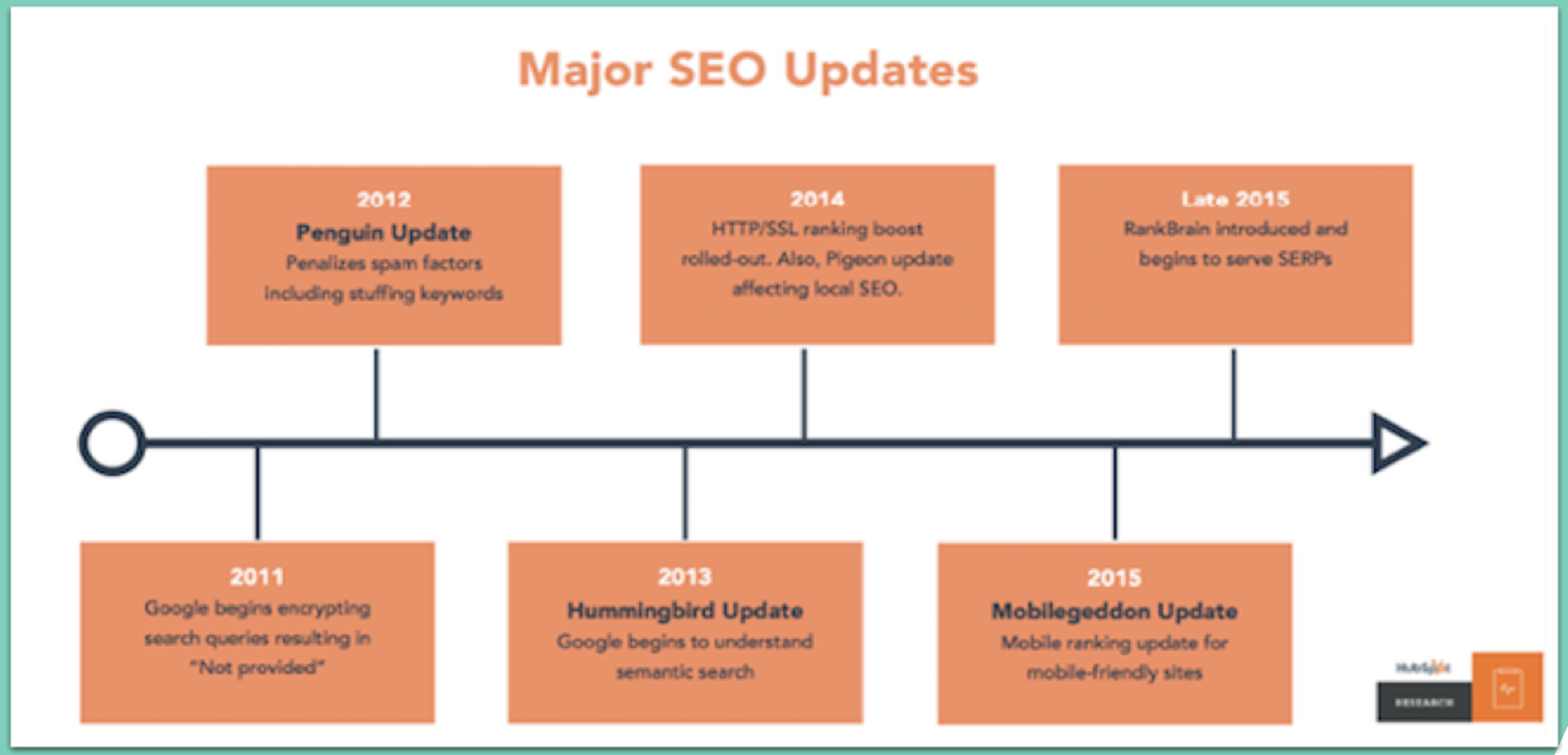
Search engines like Google have invested in understanding search query intent.



SOURCE: HUBSPOT

#UNBOUNDINBOUNDER

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SOURCE: PIXABAY

Think of your content like a **series of pillars,** a stabilizing foundation for your content marketing strategy.

SOURCE: WIKIPEDIA

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WHAT IS A CONTENT PILLAR?

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CONTENT PILLAR

(aka pillar page)

A website page that covers a broad topic in depth and is linked to a cluster of related content.

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THERE ARE TWO TYPES OF PILLAR PAGES.

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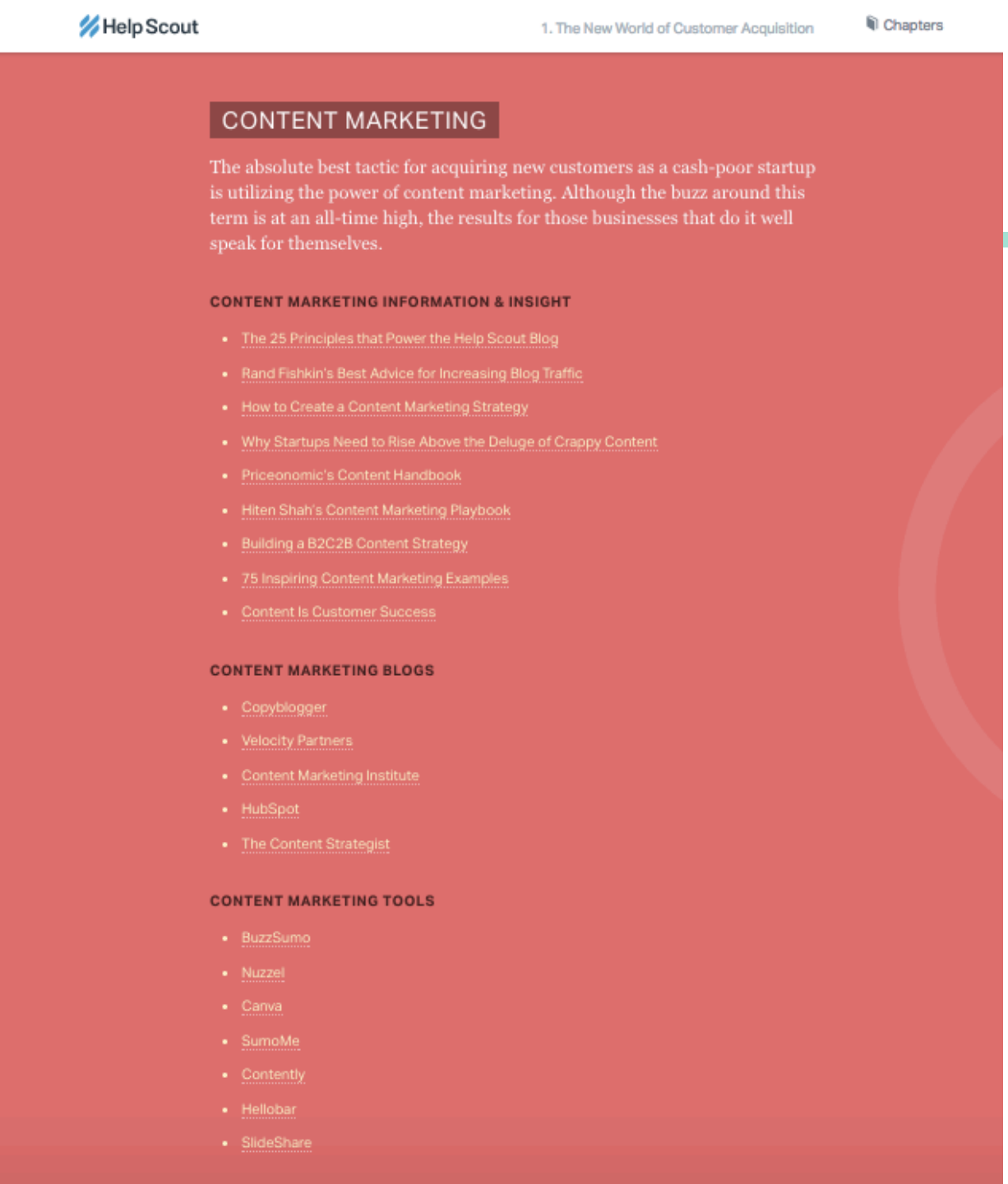

There are two types of pillar pages.

Resource pillar page

- Heavy on internal + external links
- “Bookmarkable” reference page

SOURCE: https://www.helpscout.net/customer-acquisition/

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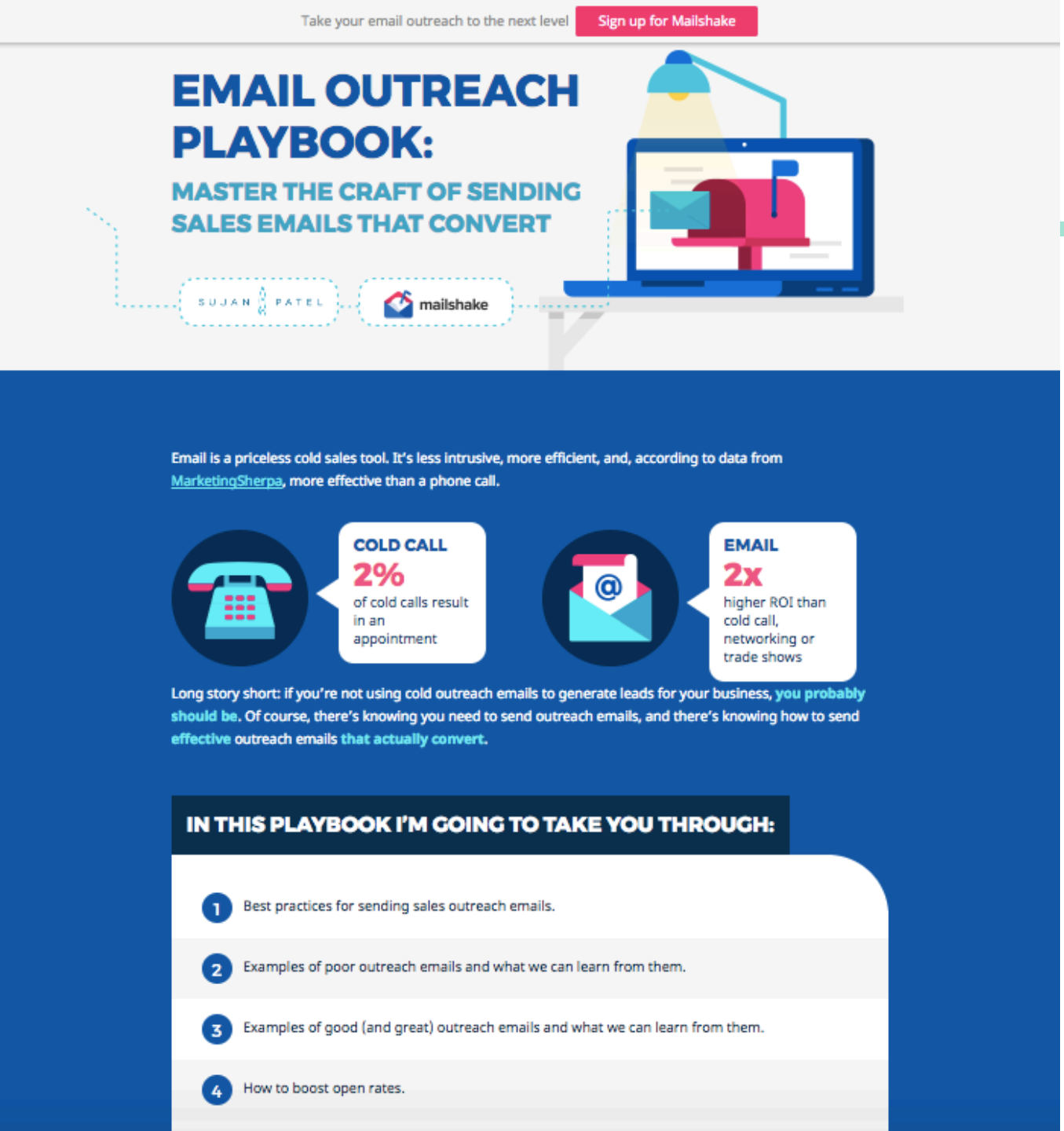

There are two types of pillar pages.

10x content pillar page

- Mostly owned media
- Deep dive on core topic
- Format is similar to an ungated ebook

SOURCE: https://playbook.mailshake.com/

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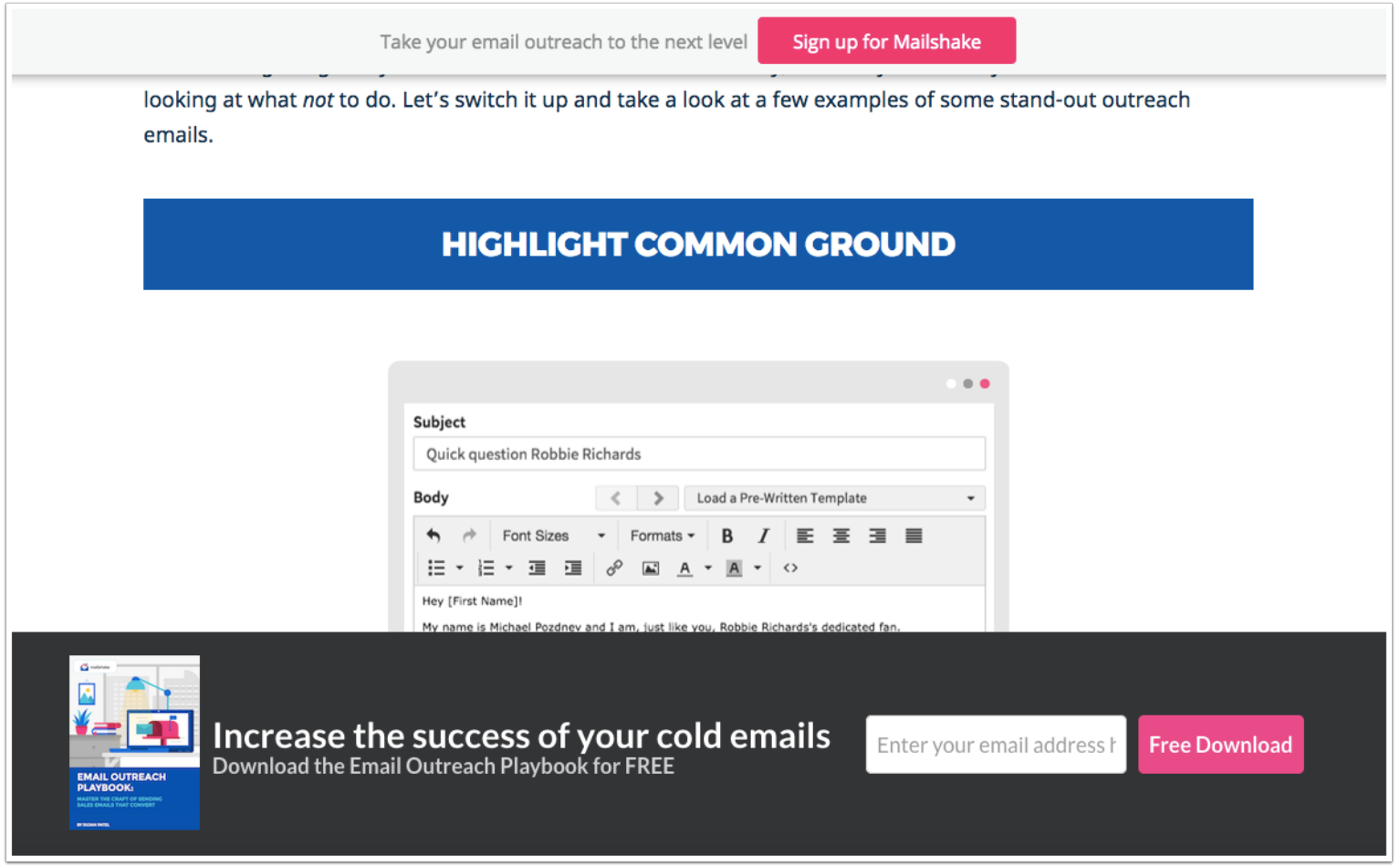
A 10x content pillar page should offer the ungated content as a packaged downloadable resource.



SOURCE:
https://playbook.mailshake.com/

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Ungating content and offering a relevant download solves for the human experience.

People want to try something out before making a decision on its value.

SOURCE: NYHISTORYWALKS

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How do you CREATE a topic cluster and pillar page?

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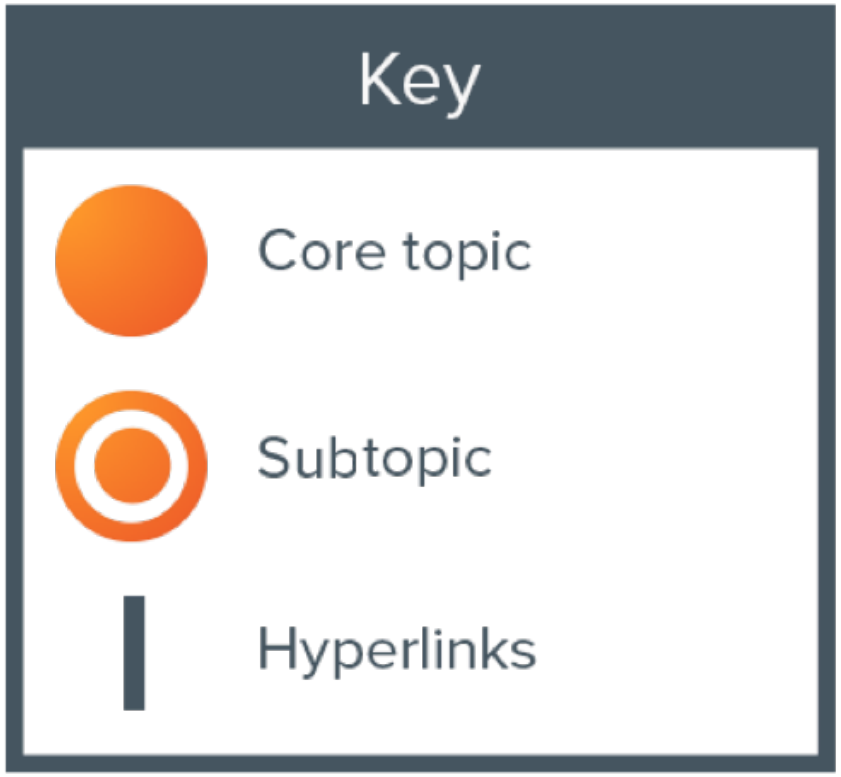
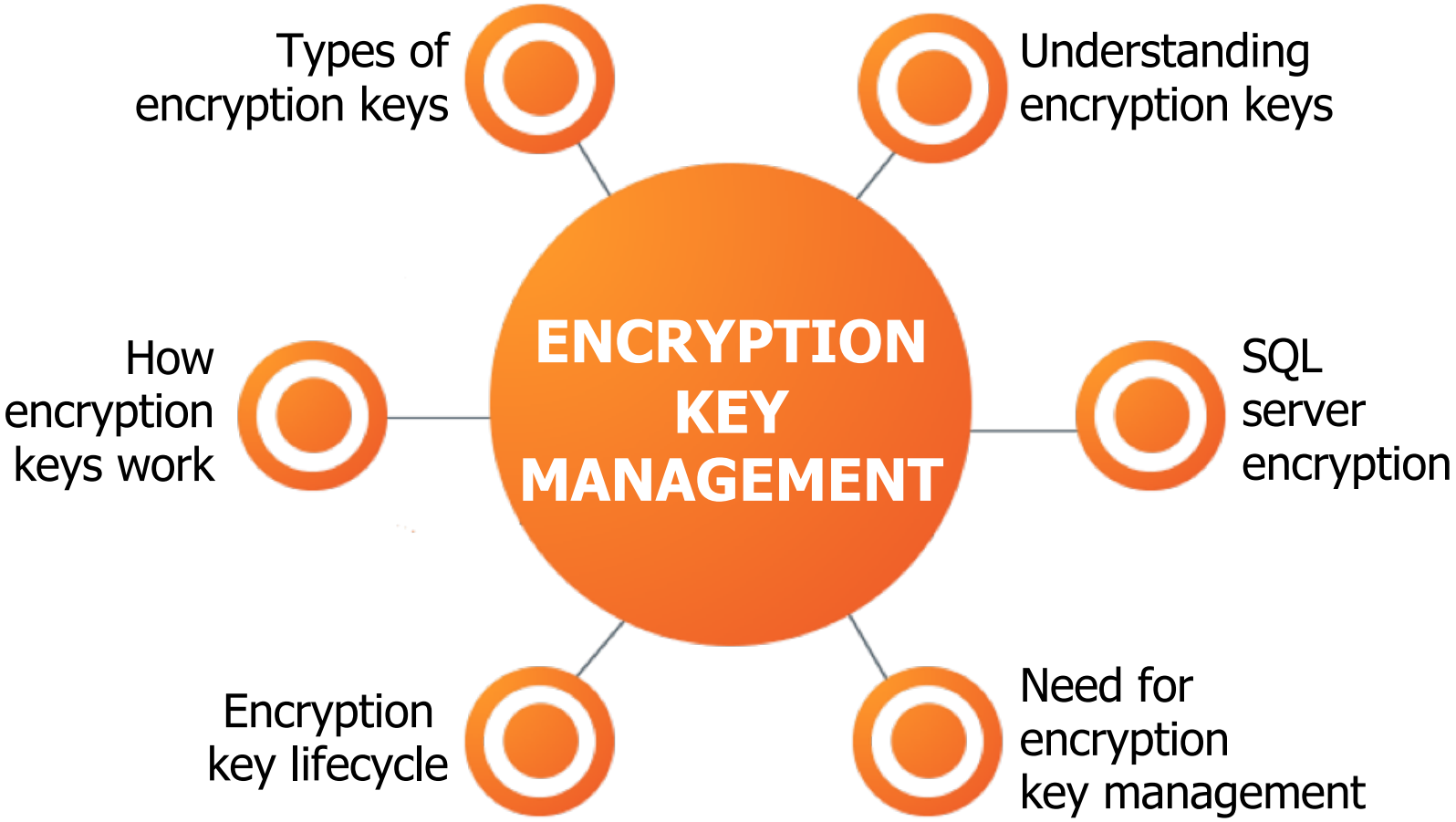
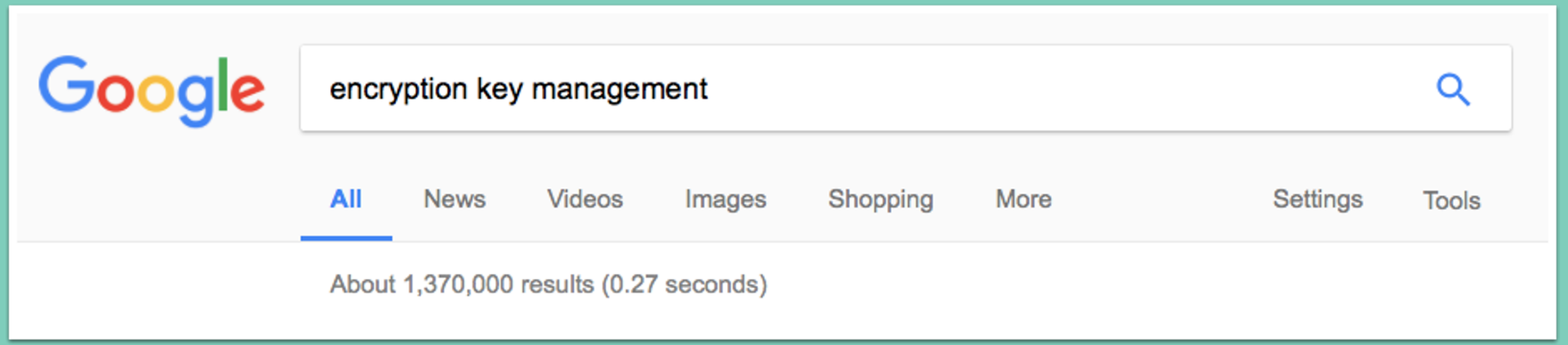
TOPIC CLUSTER AND PILLAR PAGE OVERVIEW







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Google

encryption key management

All News Images Videos Shopping More Settings Tools

About 1,510,000 results (0.64 seconds)

Key management is the **management** of cryptographic **keys** in a cryptosystem. This includes dealing with the generation, exchange, storage, use, crypto-shredding (destruction) and replacement of **keys**. It includes cryptographic protocol design, **key** servers, user procedures, and other relevant protocols.

Key management - Wikipedia
https://en.wikipedia.org/wiki/Key_management

About this result Feedback

People also ask

What is an encryption key and what is it used for?

What is a key management personnel?

How do public and private keys work?

Feedback

The Definitive Guide to Encryption Key Management Fundamentals
https://info.townsendsecurity.com/definitive-guide-to-encryption-key-management-fu...
Encryption key management is administering the full lifecycle of cryptographic keys and protecting them from loss or misuse. The lifecycle includes: generating, ...
How Encryption Key ... · Segregated Roles in Key ... · The Domains to Secure ...

What is encryption key management? - Definition from WhatIs.com
searchdatabackup.techtarget.com › Security › Storage management
Encryption key management is the administration of tasks involved with protecting, storing, backing up and organizing **encryption keys**.

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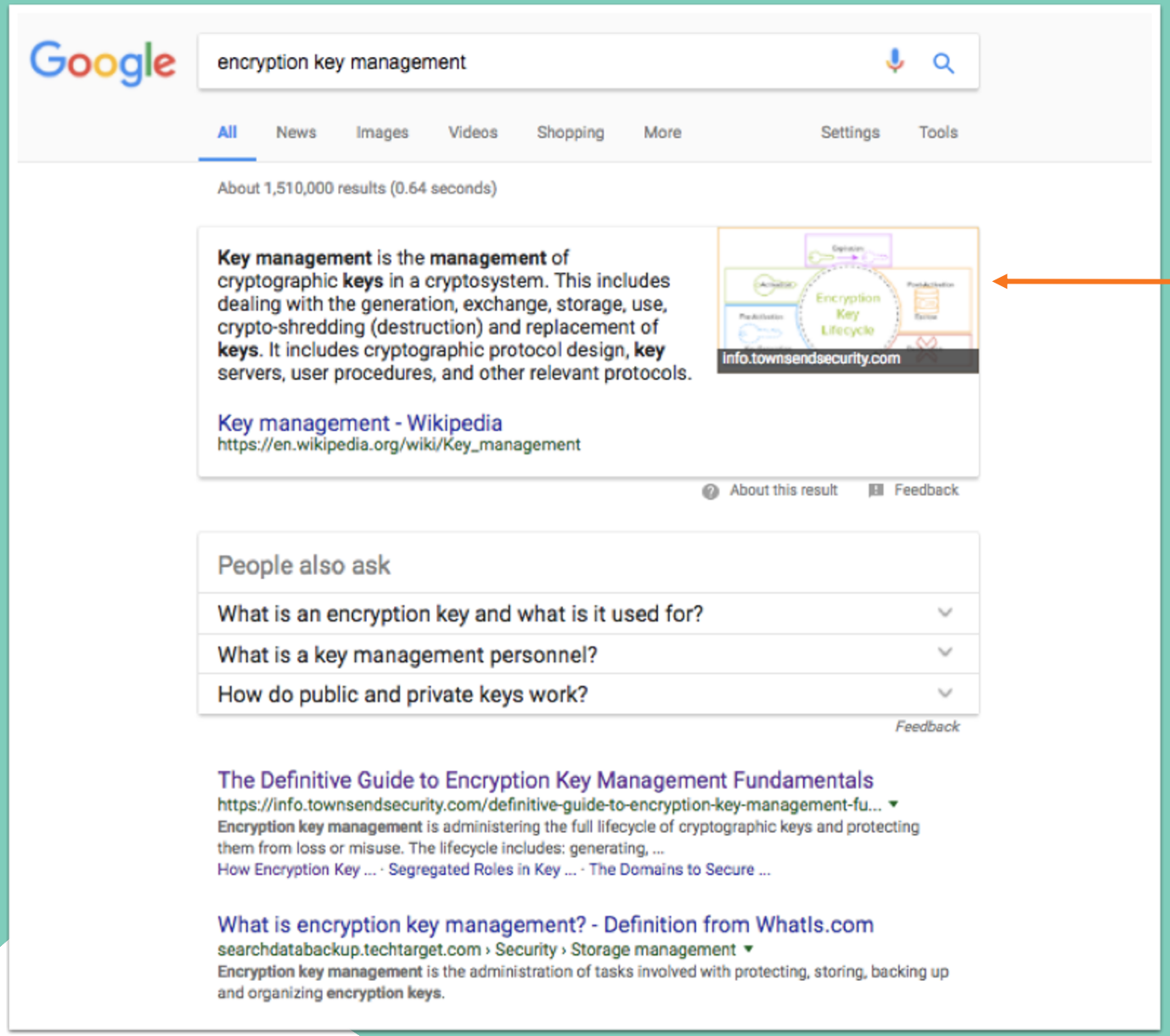
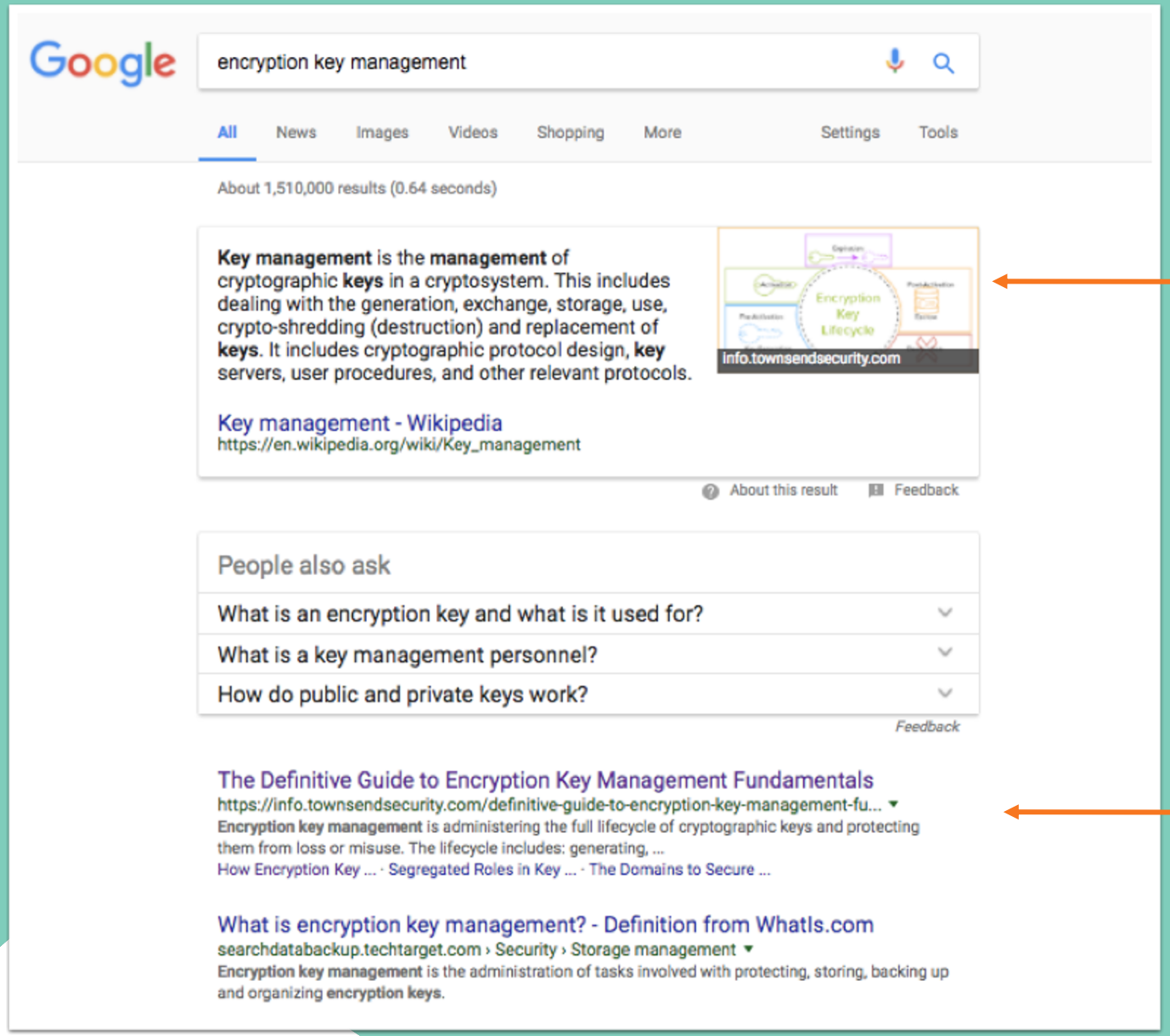


Featured snippet

PENGUIN STRATEGIES



Featured snippet

#1 Google ranking

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Visitors can **easily navigate** the page's content.

The page offers a relevant packaged resource, allowing visitors to take the content with them.

SOURCE: TOWNSEND SECURITY

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63%

of people who visited the encryption key management pillar page decided to download it and take it with them.

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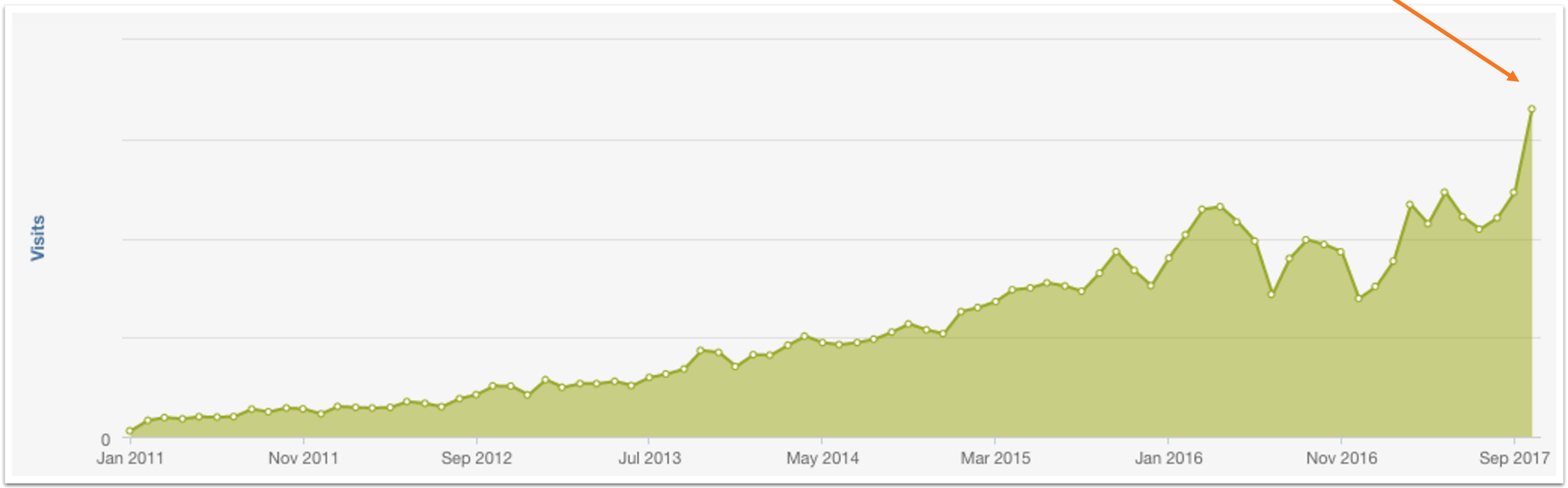
Non paid, organic search engine traffic
increased 100% in less than 10 months.

Townsend had three record-breaking organic traffic months since May 2017.



PENGUIN STRATEGIES

SOURCE: TOWNSEND SECURITY

Townsend's CEO stepped up to create their next pillar page.

not just a marketing initiative.

SOURCE: TOWNSEND SECURITY

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2 GROWING TOPIC CLUSTERS AND PILLAR PAGES

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Your pillar page is always UNDER CONSTRUCTION.

Maintenance, updates, and additions are needed to keep it performing at a high level.

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SOURCE: FLICKR

FOUR OPPORTUNITIES TO HELP GROW YOUR PILLAR PAGE

1. Offer various forms of media per section for the reader to engage with
2. Sprinkle in relevant content offers that will help buyer personas continue educating themselves through the buyer's journey
3. Insert a heatmap on pillar page to better understand performance and optimization next steps
4. Grow a subtopic into its own topic cluster and pillar page

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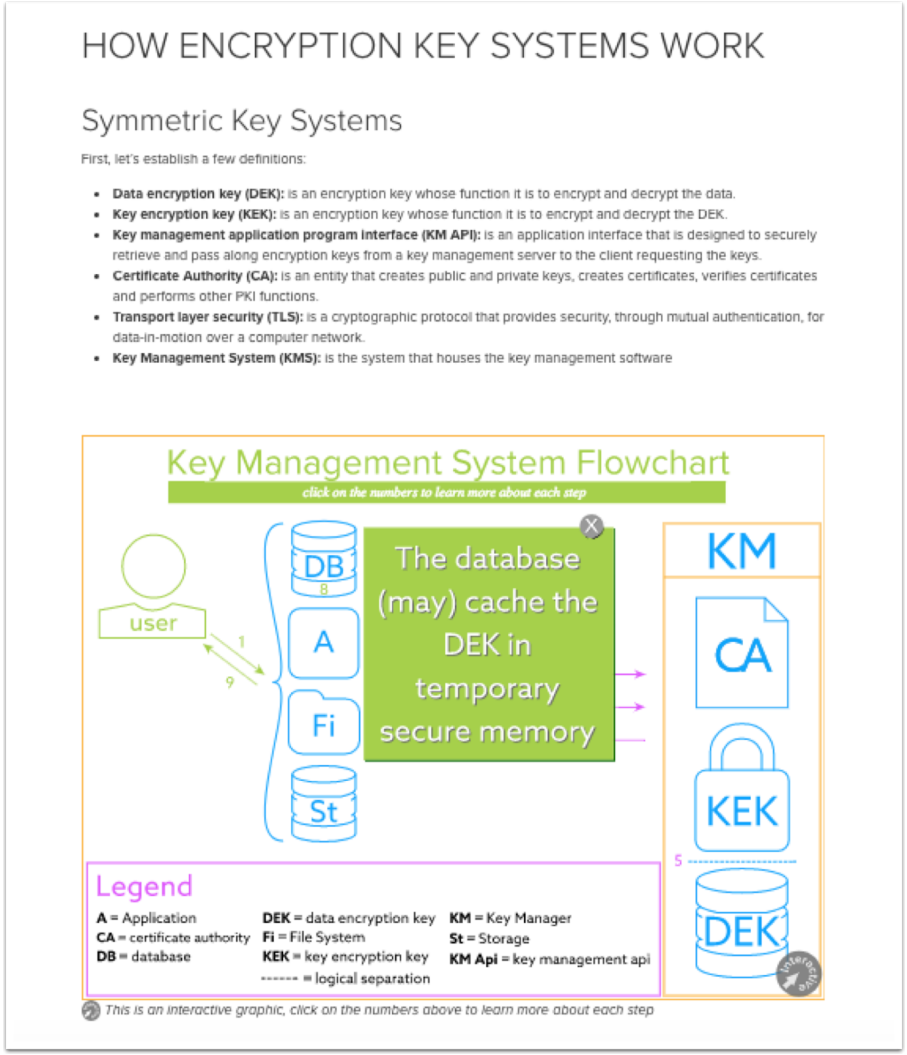
Townsend Security created interactive images via HTML5.



HOW ENCRYPTION KEY SYSTEMS WORK

Symmetric Key Systems

First, let's establish a few definitions:

- **Data encryption key (DEK):** is an encryption key whose function it is to encrypt and decrypt the data.
- **Key encryption key (KEK):** is an encryption key whose function it is to encrypt and decrypt the DEK.
- **Key management application program interface (KM API):** is an application interface that is designed to securely retrieve and pass along encryption keys from a key management server to the client requesting the keys.
- **Certificate Authority (CA):** is an entity that creates public and private keys, creates certificates, verifies certificates and performs other PKI functions.
- **Transport layer security (TLS):** is a cryptographic protocol that provides security, through mutual authentication, for data-in-motion over a computer network.
- **Key Management System (KMS):** is the system that houses the key management software

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Townsend Security repurposed various data points into infographic-like images.

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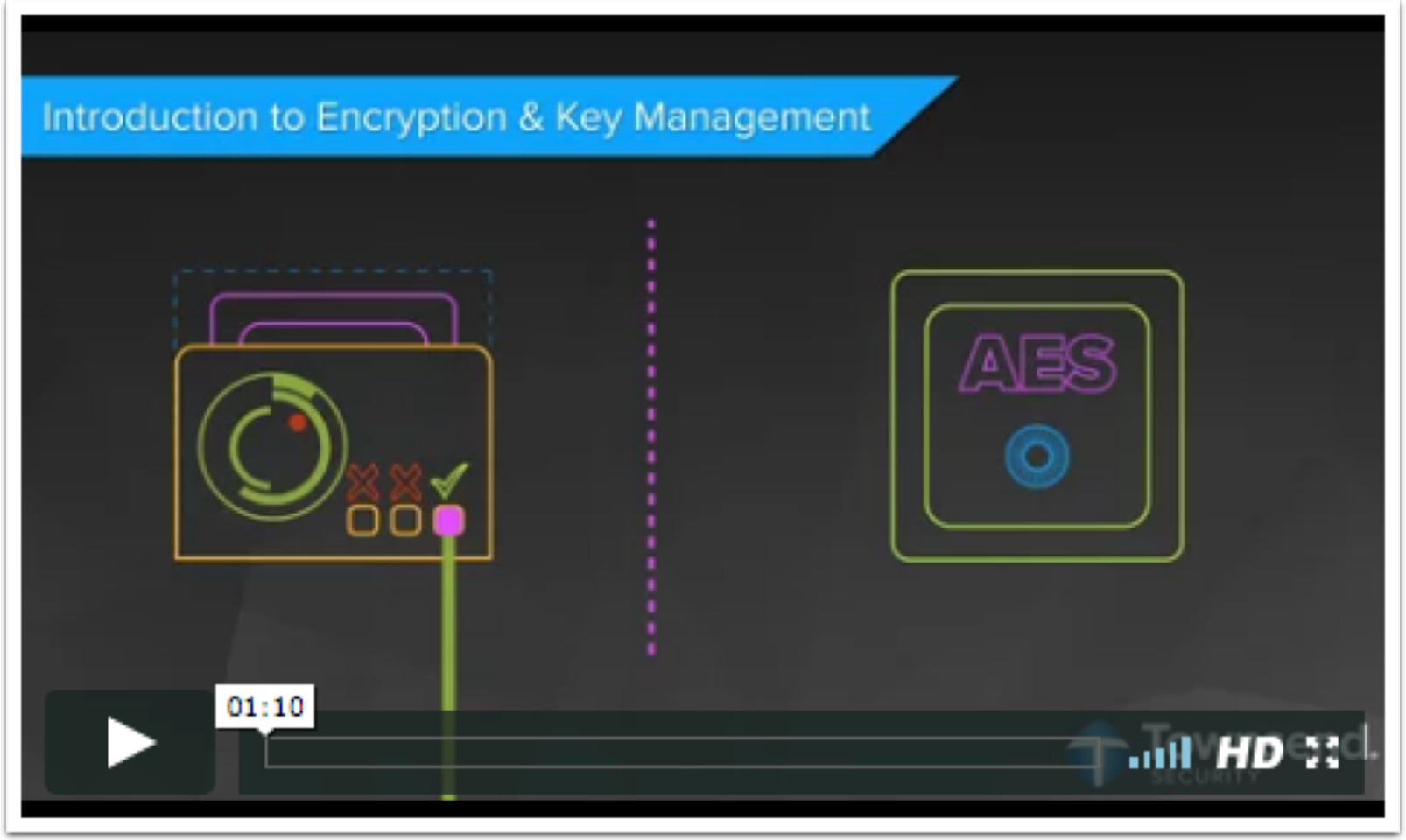
Townsend Security repurposed key content on the page into a short video.



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Townsend Security promotes multiple offers in different stages of the buyer's journey.

How an Encryption Key Manager is Validated

Every data security product available makes claims as to superior functionality or data protection. But when protecting sensitive data, organizations need to have assurance that a product's stated security claim is valid. This is certainly true when it comes to an encryption key manager. To address this, NIST has devised a system to validate cryptographic modules and ensure that they comply with FIPS 140-2 standards. Here are the steps an encryption key manager vendor must to take to show full compliance:

1. First they will contract with an accredited laboratory, who has successfully undergone the National Voluntary Laboratory Accreditation Program (NVLAP), to conduct "adequate testing and validation of the cryptographic module and its underlying cryptographic algorithms against established standards" to look for "weaknesses such as poor design or weak algorithms."
2. Next, the accredited laboratory will conduct the Cryptographic Algorithm Validation Program (CAVP). With this testing, they will provide "validation testing of FIPS-approved and NIST-recommended cryptographic algorithms and their individual components."
3. Once that testing is complete and the key manager has meet all standards, the lab will then move on to the Cryptographic Module Validation Program (CMVP) testing. The "laboratories use the Derived Test Requirements (DTR), Implementation Guidance (IG) and applicable CMVP programmatic guidance to test cryptographic modules against the applicable standards."
4. Finally, once the encryption key manager has been shown to meet all FIPS 140-2 standards, the independent lab issues the FIPS 140-2 Validation Certificate and the cryptographic module is placed on the FIPS 140-1 and FIPS 140-2 Vendor List.

Logical Access Security

The next arena in which you can protect your encryption keys is by logically separating the different cryptographic components housing the keys from the rest of the larger network. There are three main items to consider:

- **Interfaces:** In FIPS 140-2, Section 4.2, it gives this criteria for needing to separate logical interfaces:
  - **Level 1 and 2:** the "logical interface(s) used for the input and output of plaintext cryptographic keys, cryptographic key components, authentication data, and CSPs may be shared physically and logically with other ports and interfaces of the cryptographic module."
  - **Level 3 and 4:** "the logical interfaces used for the input and output of plaintext cryptographic key components, authentication data, and CSPs shall be logically separated from all other interfaces using a trusted path."
- **DEK from encrypted data:** In level 1 environments, where the encryption key manager is not in a physically separated HSM, the DEK(s) should be logically separated from the data that is encrypted. This effectively keeps the DEK(s) from being used to decrypt the data in case unauthorized users gain access to the sensitive material.
- **KEK from DEK:** Within the encryption key manager, the KEK(s) should be logically separated from the DEK(s). This ensures that though the database DEKs be compromised, they will be rendered unusable because the KEK is in a logically separate location from the DEKs.

ENCRYPTION KEY MANAGEMENT IN MEETING COMPLIANCE

PCI DSS

Payment card industry Data Security Standard (PCI DSS) is a widely accepted set of regulations intended to secure credit, debit and cash card transactions and cardholder data. PCI DSS requires that merchants protect sensitive cardholder information from loss and use good security practices to detect and protect against security breaches.

In **Section 3.5 of PCI DSS**, organizations that process, store, or transmit cardholder data should, "document and implement procedures to protect keys used to secure stored cardholder data against disclosure and misuse." This includes:

- maintaining "a documented description of the cryptographic architecture" used to protect the data
- restricting "access to cryptographic keys to the fewest number of custodians necessary"
- store encryption keys "in one (or more) of the following forms at all times:"
  - encrypt the data encryption key with a key encryption key
  - within a secure cryptographic device

Likewise, **Section 3.6** requires that you "fully document and implement all key management processes and procedures for cryptographic keys used for encryption of cardholder data." This includes securely:

- generating cryptographically strong encryption keys
- secure distribution of keys
- secure storage of keys
- establishment of cryptoperiods for all keys
- retiring and destroying the keys

HIPAA HITECH

The Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health (HITECH) Act both seek greater adoption and meaningful use of health information technology. Both also lay out guidelines and regulations for proper data security around Electronic Protected Health Information (ePHI). Compliance with the HIPAA Security Rules and HIPAA Privacy Rules for ePHI requires the use of security technologies and best practices to demonstrate strong efforts towards complying with this federal regulation.

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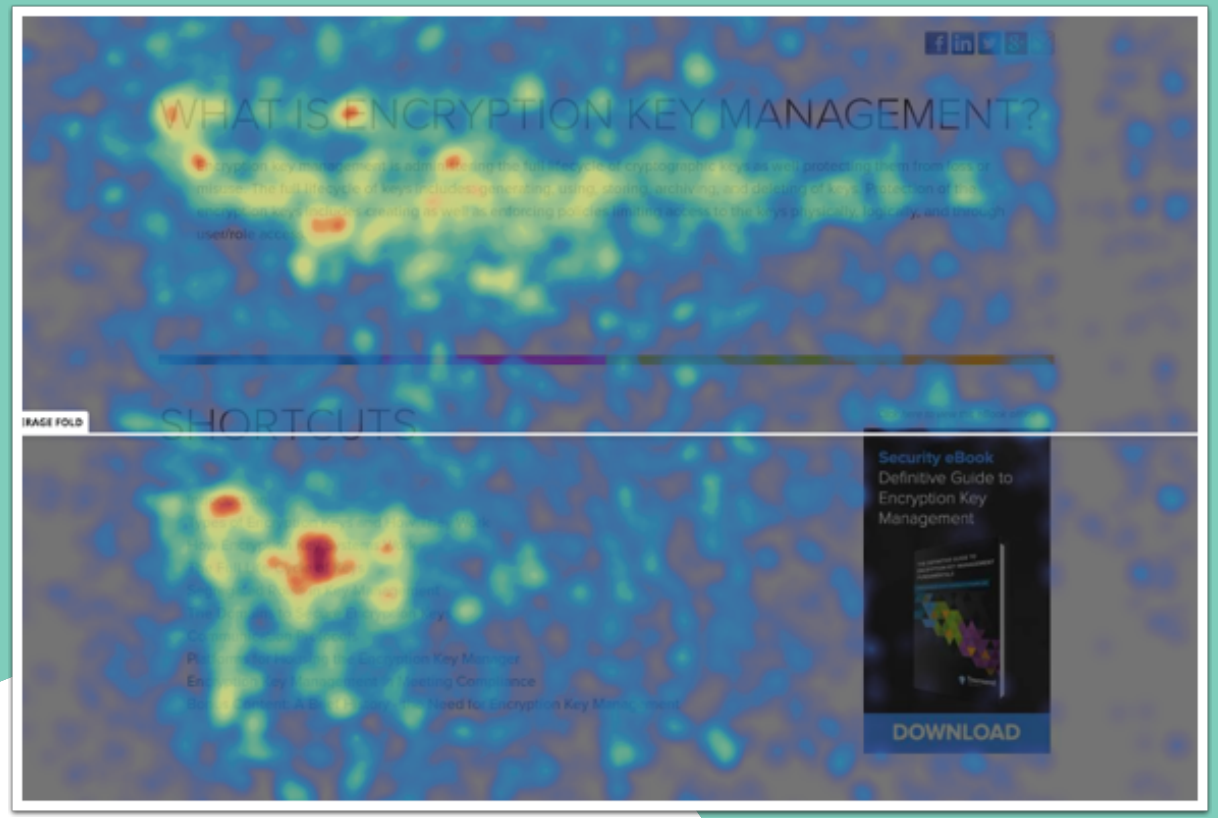
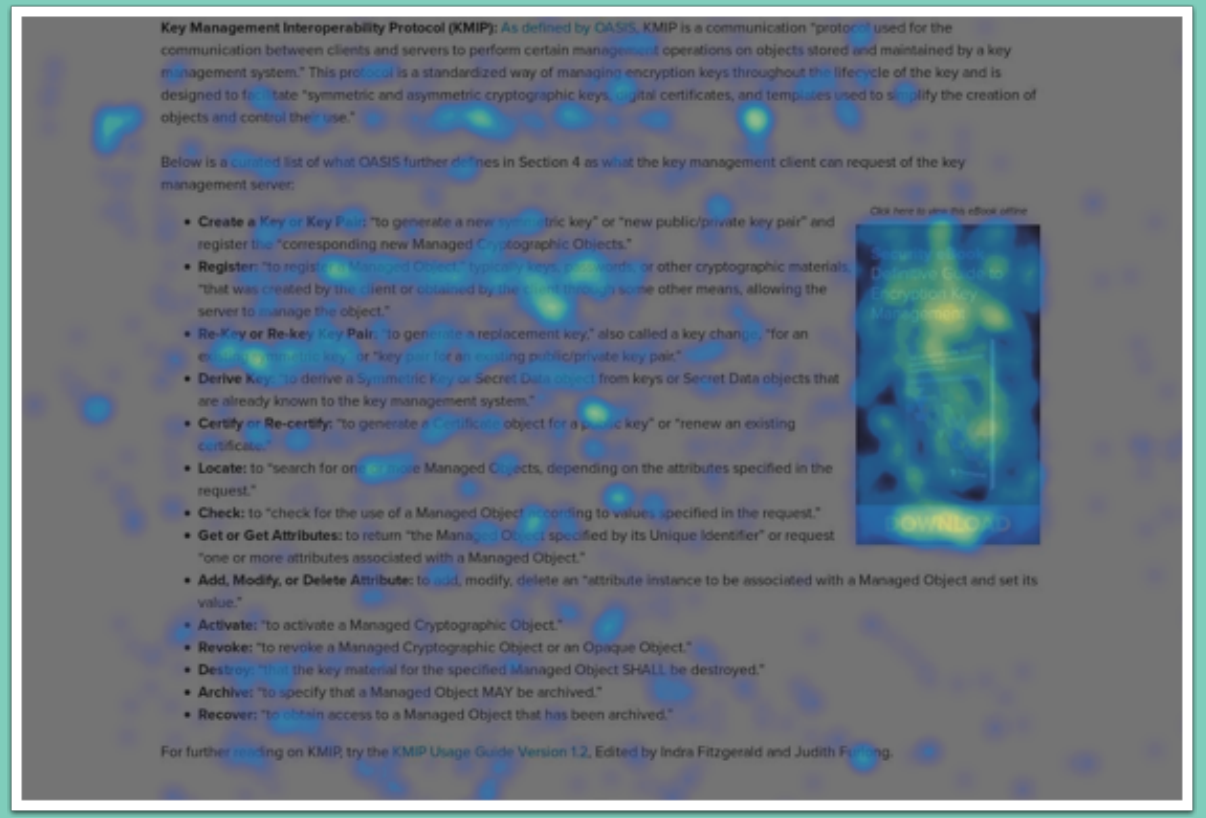
Townsend Security identified the majority of conversions were happening ¾ of the way down their pillar page.

Hotjar makes it easy for Townsend to see where people find value on their pillar page.

Top of the page



¾ of the way down the page



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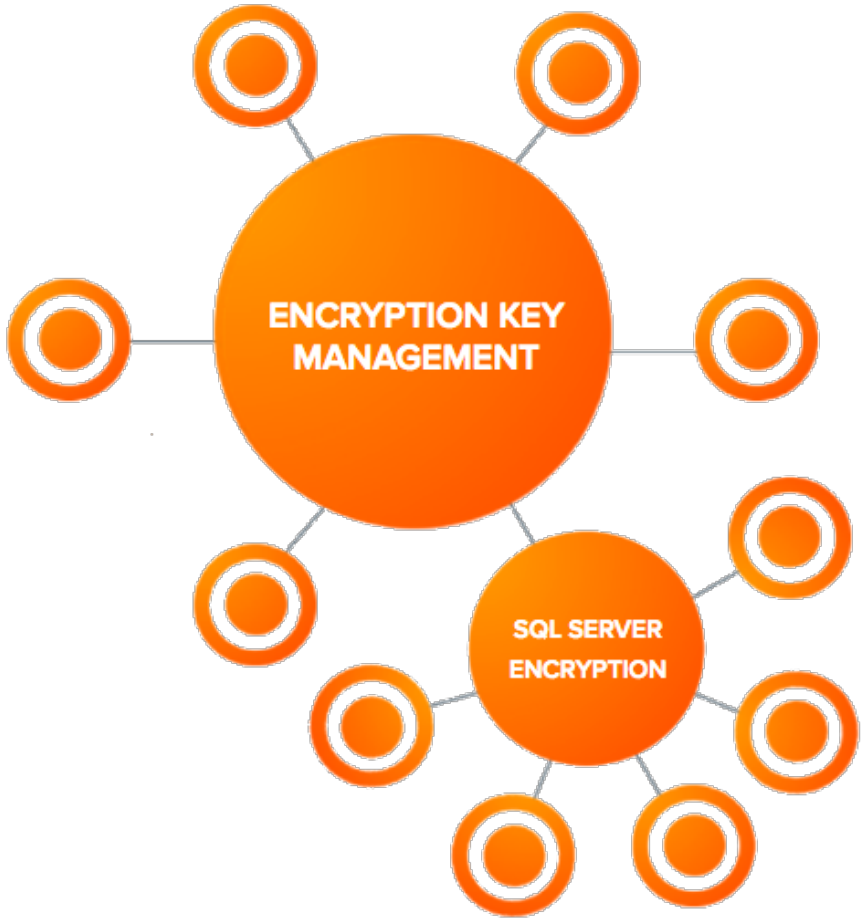
Sometimes your subtopics will be strong enough to take the shape of a topic cluster and pillar page.



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2 PROMOTING TOPIC CLUSTERS AND PILLAR PAGES

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If you fail to promote, then no one will know what you have to offer them.

SOURCE: staticflickr.com

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“Create less, promote more.”

- @SalmaJafri

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CONTENT PROMOTION CHECKLIST

Strategic tasks to achieve in the long term

- Build relationships with industry influencers.
- Guest blog on authoritative websites.
- Become active on industry communities.
- Boost top-performing content on social media.
- Launch remarketing ad campaign.
- Repurpose content into new formats.

PENGUIN STRATEGIES

1

Build relationships with industry influencers.

PENGUIN STRATEGIES

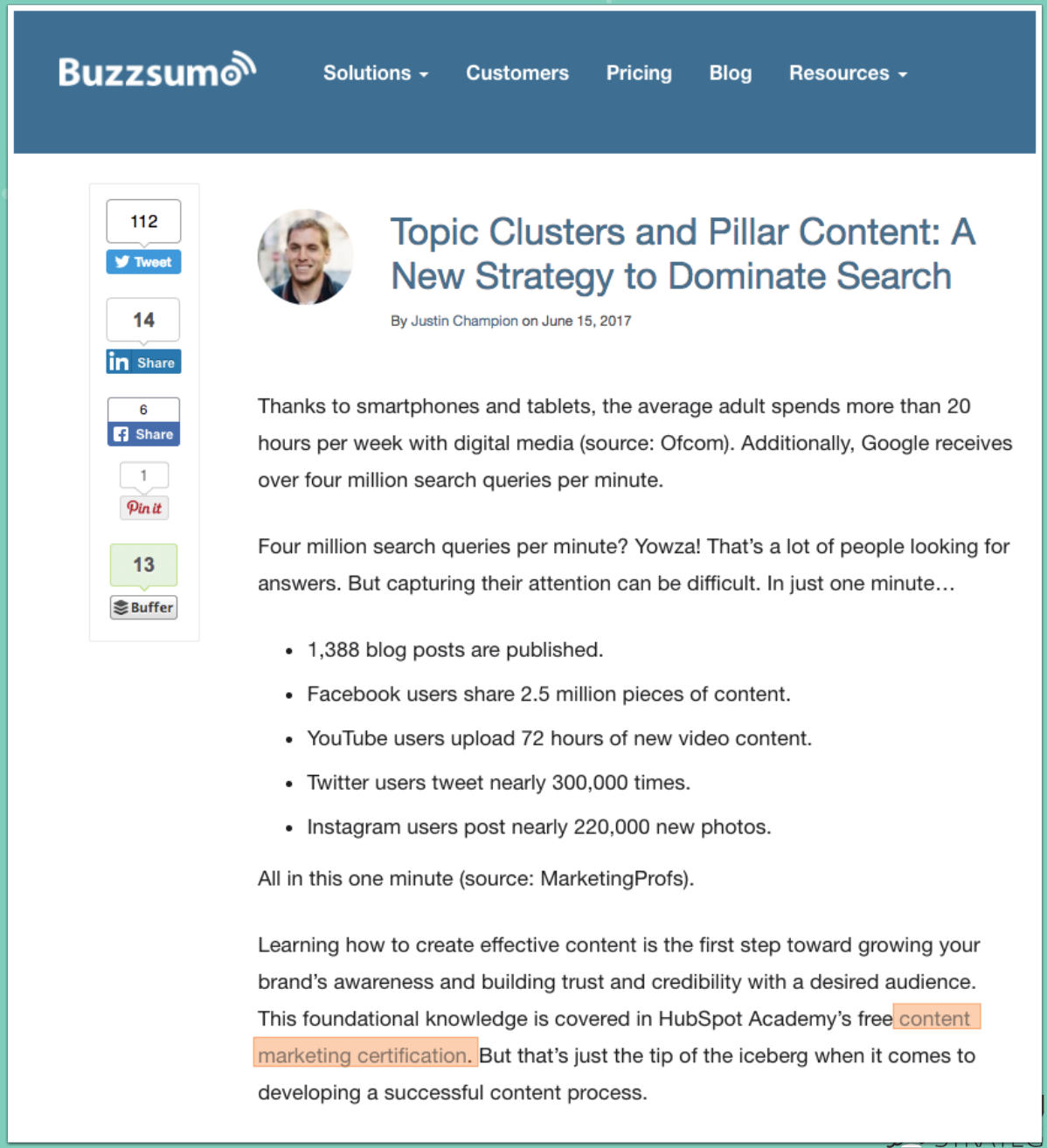
1

Build relationships with industry influencers.

PENGUIN STRATEGIES

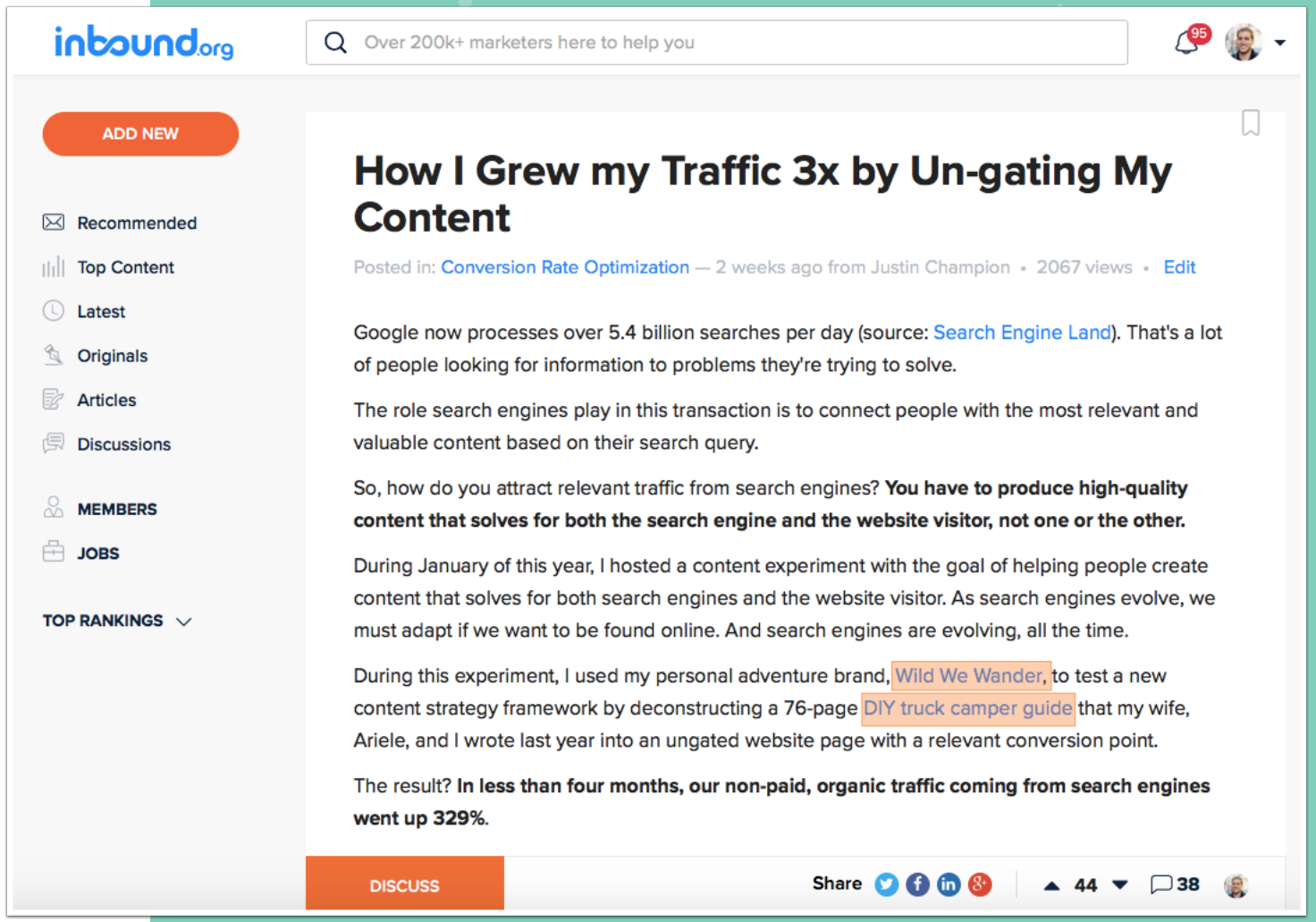
2

Guest blog on authoritative websites.



3

Become active on industry communities.



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4

Boost top-performing content on social media.

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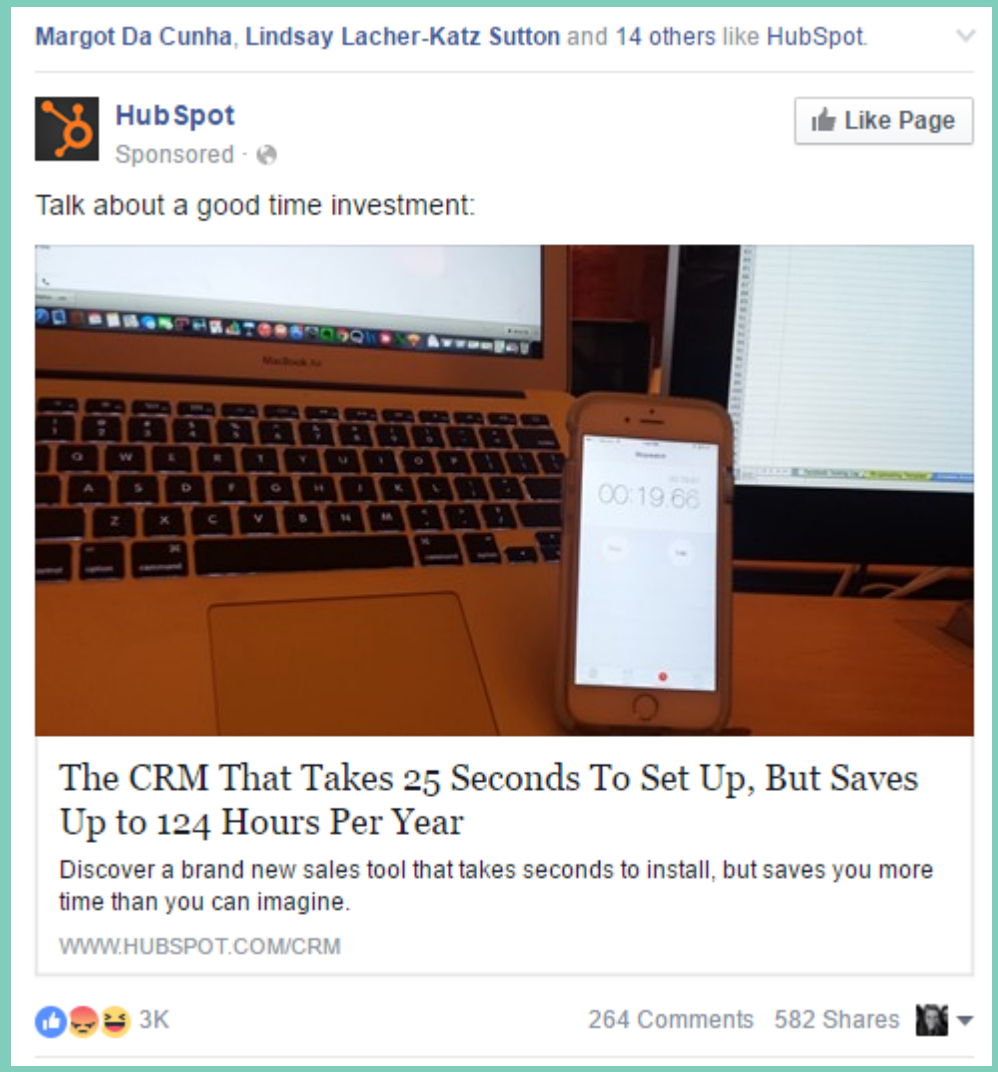
5

Launch a remarketing ad campaign.



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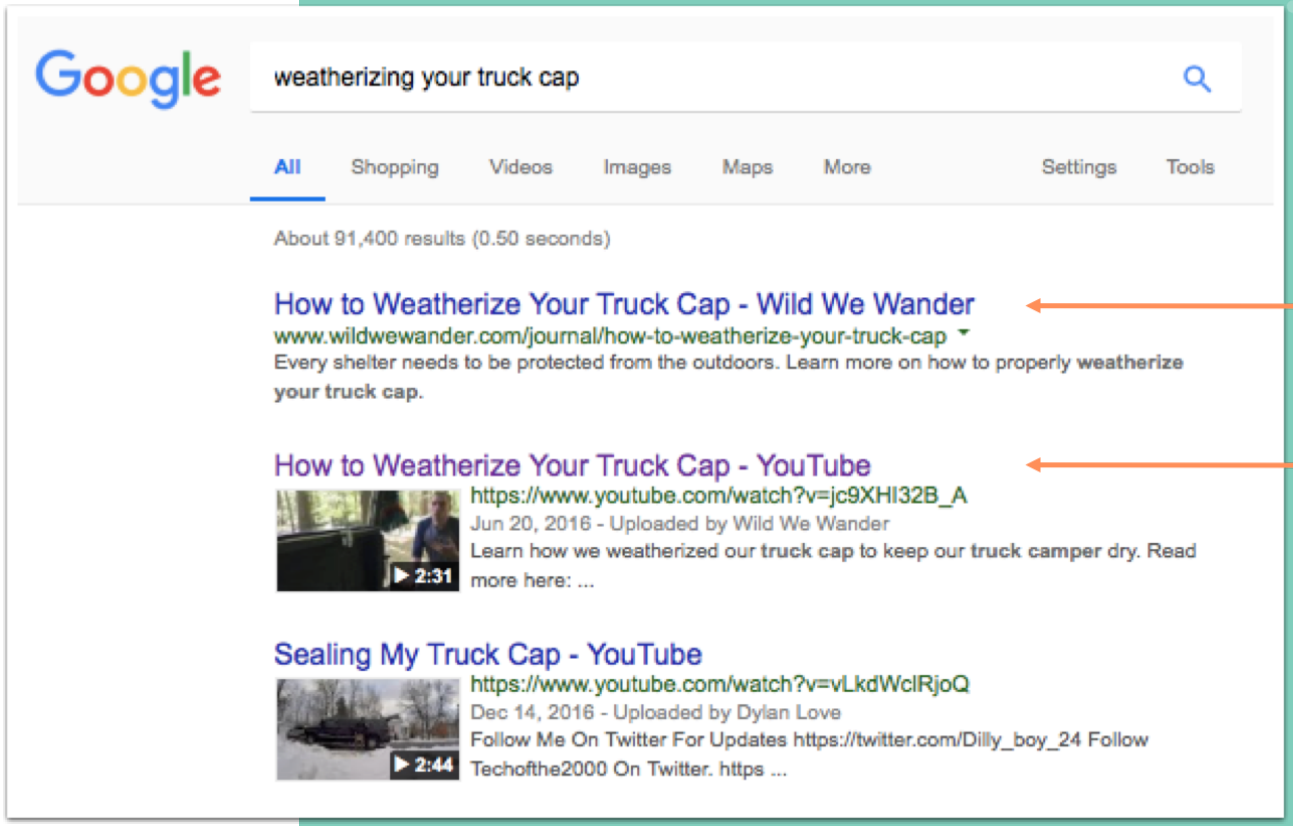
6

Repurpose content into new formats.



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HubSpot Academy

Thank you!

PENGUIN STRATEGIES

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